

IN THE CLAIMS

The claims listed below replace all previously filed versions of the claims.

1-36. (Cancelled)

37. (Currently Amended) A method for arranging advertising comprising:

receiving one or more constraints related to an advertisement by a content distributor over a network, wherein the one or more constraints define desired characteristics of one or more target users to whom the advertisement is to be delivered;

determining an estimated price for delivery of the advertisement, by or on behalf of the content distributor but not by an advertiser, based on the selection of one or more of the target users to whom the advertisement is to be delivered, wherein the one or more target users are selected, by or on behalf of the content distributor, to meet each of the one or more constraints; and

sending the estimated price over the network.

38. (Previously Presented) The method according to claim 37, wherein the content distributor is a broadcaster.

39. (Previously Presented) The method according to claim 37, wherein the one or more constraints are received from an advertiser.

40. (Previously Presented) The method according to claim 39, further comprising placing an order, by the advertiser to the content distributor, to deliver the advertisement only to the one or more target users at the estimated price.

41. (Previously Presented) The method according to claim 40, further comprising delivering, after receiving the order for delivering the advertisement over a network, the advertisement only to one or more of the target users.

42. (Previously Presented) The method according to claim 41, wherein the advertisement is delivered using an advertising period when transmitting the content.

43. (Previously Presented) The method according to claim 41, wherein the advertisement is delivered during an advertising period when transmitting the content.

44. (Previously Presented) The method according to claim 43, wherein the advertising period is allocated based on one or more delivery parameters.

45. (Previously Presented) The method according to claim 44, wherein the one or more delivery parameters are specified in the one or more constraints.

46. (Previously Presented) The method according to claim 43, wherein the advertising period is allocated with respect to the content to be delivered to each of the target users.

47. (Previously Presented) The method according to claim 43, wherein the advertising period is embedded in content to be transmitted to each of the one or more target users; and

the advertisement is delivered to each of the one or more target users and only to the one or more target users during transmission of the content, whether before, after, or by interrupting the content, or by placing the advertised product or service in the content itself and by inserting the advertisement into the advertising period.

48. (Previously Presented) The method according to claim 37, wherein the one or more constraints include a geographic constraint.

49. (Previously Presented) The method according to claim 37, wherein the one or more constraints includes a demographic constraint based on at least one of gender, income, age, or the number of targeted users at a reception location.

50. (Previously Presented) The method according to claim 37, wherein the one or more constraints include a time constraint, including at least one of a time frame within which the delivery of the advertisement is to be completed, a desired duration of each single exposure, or a desired repetition rate with respect to a unit time.

51. (Previously Presented) The method according to claim 37, wherein said determining comprises:

searching information related to a plurality of individuals, each having a profile;

identifying the one or more target users by comparing the one or more constraints to the profiles of the plurality of individuals and identifying the target users whose profiles match the one or more constraints;

calculating, based on the identified one or more target users, the estimated price for delivering the advertisement to the identified one or more target users.

52. (Previously Presented) The method according to claim 51, wherein said calculating the estimated price comprises:

determining an overall desirability for each of the target uses;

calculating an individual price for delivering the advertisement to each of the one or more target users based on the overall desirability of the target user; and

computing the estimated price for delivering the advertisement to one or more target users based in the calculated individual prices.

53. (Previously Presented) The method according to claim 52, wherein said determining an overall desirability of a target user comprises:

accessing an index value associated with the target user with respect to each of the one or more constraints, wherein the index value indicates the desirability of the target user in terms of the constraint from the content distributor's perspective;

retrieving a coefficient value, specified by the advertiser, with respect to each of the one or more constraints, wherein the coefficient value indicates the desirability of the constraint from the advertiser's perspective; and

computing the overall desirability for the target user based on the index value and the coefficient value associated with the target user with respect to each of the one or more constraints.

54. (Previously Presented) A method for an advertiser, comprising:

receiving an estimated price, over a network, related to delivering an advertisement to one or more target users or target reception locations;

placing an order with a content distributor for delivering the advertisement to the one or more target users or reception locations at the estimated price, wherein

the one or more target users or reception locations are selected by, or on behalf of the content distributor but not by the advertiser, who meet one or more constraints which define desired characteristics of the one or more target users or reception locations to whom the advertisement is being delivered.

55. (Currently Amended) The method according to claim 54, wherein the one or more constraints define one or more delivery parameters based on which the advertisement is to be delivered to each of the one or more target uses or reception locations.

56. (Previously Presented) The method according to claim 54, wherein the advertisement is delivered during an advertising period.

57. (Previously Presented) The method according to claim 56, wherein the advertising period is allocated based on the delivery parameters.

58. (Previously Presented) The method according to claim 56, wherein the advertising period is allocated in content to be delivered to a target-user.

59. (Previously Presented) The method according to claim 54, wherein the estimated price is received from a content distributor which computes the estimated price based on the one or more targeted users selected using the one or more constraints.

60. (Previously Presented) The method according to claim 59, wherein the content distributor is a broadcaster.

61. (Previously Presented) The method according to claim 56, wherein the advertisement is delivered to the one or more target users and only to the one or more target users during transmission of the content for the target users, whether before or after, or by

interrupting the content, or by placing the advertised product or service in the content itself and by inserting the advertisement into the allocated advertising period.

62. (Previously Presented) The method according to claim 54, wherein the one or more constraints are provided by the advertiser prior to receiving the estimated price.

63. (Previously Presented) A method for a content distributor, comprising:
selecting one or more target users or reception locations based on one or more constraints related to an advertisement, wherein the one or more constraints define desired characteristics of the one or more target users or reception locations to whom the advertisement is to be delivered;
computing an estimated price for delivering the advertisement based on the one or more target users selected using the one or more constraints; and
sending the estimated price over a network.

64. (Previously Presented) The method according to claim 63, further comprising receiving the one or more constraints prior to said determining.

65. (Previously Presented) The method according to claim 63, wherein the estimated price is sent to at least one advertiser.

66. (Previously Presented) The method according to claim 63, further comprising receiving an order from an advertiser to deliver the advertisement at the estimated price.

67. (Previously Presented) The method according to claim 66, further comprising delivering, after receiving the order, the advertisement to the one or more target users.

68. (Currently Amended) The method according to claim 63, wherein the one or more constraints define one or more delivery parameters based on which the advertisement is to be delivered to each of the one or more target users or reception locations.

69. (Previously Presented) The method according to claim 63, wherein the advertisement is delivered during an advertisement period.

70. (Previously Presented) The method according to claim 69, wherein the advertising period is allocated based on the delivery parameters.

71. (Previously Presented) The method according to claim 69, wherein the advertising period is allocated in content to be delivered to a target user.

72. (Previously Presented) The method according to claim 69, wherein the advertising period is embedded in the content to be transmitted to each of the one or more target users; and

the advertisement is delivered to each of the one or more target users during transmission of the content, whether before or after, or by interrupting the content, or by placing the advertised product or service in the content itself and by inserting the advertisement into the advertising period.

73. (Previously Presented) The message according to claim 63, wherein said determining comprises:

searching information related to a plurality of individuals, each having a profile; and

selecting the one or more target users by comparing the one or more constraints to the profiles of the plurality of individuals and identifying the target users whose profiles match the one or more constraints.

74. (Previously Presented) The method according to claim 63, wherein said computing the estimated price comprises:

determining an overall desirability for each of the target users;

calculating the individual price for delivering the advertisement to each of the one or more target users based on the overall desirability of the target users; and

computing the estimated price for delivering the advertisement to the one or more target users based on the calculated individual prices.

75. (Previously Presented) The method according to claim 69, further comprising allocating, based on the one or more constraints, the advertising period in content scheduled to be transmitted to a target user.

76. (Previously Presented) The method according to claim 75, wherein the advertisement is delivered during transmission of content using an advertising period allocated in the content to be transmitted to each of the target users.

77. (Currently Amended) A method for pricing individualized advertising, comprising:
receiving one or more constraints to be used in determining one or more target users to reception locations to which the advertisement be delivered;

selecting the one or more target users, by or on behalf of a content distributor, by comparing the one or more constraints to profiles of a plurality of individuals and identifying target users or reception locations whose profiles match the one or more constraints; and

calculating, using a computer, the estimated price for delivering the advertisement to the one or more target users or reception locations based on a degree of match between each of the one or more target users or reception locations and the one or more constraints, wherein

the one or more constraints define desired characteristics of the one or more target users or reception locations.

78. (Currently Amended) The method according to claim 77, wherein the one or more constraints define one or more delivery parameters based on which ~~the~~ advertisement is to be delivered to each of the one or more target users or reception locations.

79. (Previously Presented) The method according to claim 77, wherein said calculating the estimated price comprises:

determining an overall desirability for each of the target users;

calculating an individual price for delivering the advertisement to each target user based on the overall desirability of the target user and a delivery schedule for delivering the advertisement to the target user; and

calculating the estimated price for delivering the advertisement to the one or more target users based on the calculated individual prices, wherein

the overall desirability is determined based on both the perspective to the content distributor who is to deliver the advertisement to the target users and the perspective of and advertiser who desires to deliver the advertisement to target users who satisfy one or more constraints.

80. (Previously Presented) The system according to claim 79, wherein said determining an overall desirability of a target user comprises:

accessing an index value associated with the target user with respect to each of the constraints, wherein the index value indicates the desirability of the target user with respect to the constraint from the content distributor's perspective;

retrieving a coefficient value, specified by the advertiser, with respect to each of the constraints, wherein the coefficient value indicates the desirability of the constraint from the advertiser's perspective; and

computing the overall desirability for the target use based on the index value and the coefficient value associated with the target user to each of the constraints.

81. (Currently Amended) A system for advertising, comprising:

a content distributor device configured to offer at an estimated price to deliver an advertisement;

an advertiser client capable of placing an order with the content distributor for delivering the advertisement at the estimated price; and

one or more devices or target users or reception locations to which the advertiser desires to deliver and the content distributor delivers the advertisement, wherein

the one or more target users or reception locations are selected by or on behalf of the content distributor according to one or more constraints which define desired characteristics of the one ore more target users or reception locations to which the advertisement is to be delivered; and

the estimated price is determined, using a computer, based on a degree of match between each of the one or more target users or reception locations and the one or more constraints.

82. (Currently Amended) The system according to claim 81, wherein the one or more constraints define one or more delivery parameters based on which ~~the~~ advertisement is to be delivered to each of the one or more target users or reception locations.

83. (Previously Presented) The system according to claim 81, wherein the advertisement is delivered during an advertising period.

84. (Previously Presented) The system according to claim 83, wherein the advertising period is allocated based on the delivery parameters.

85. (Previously Presented) The system according to claim 83, wherein the advertising period is allocated in content to be delivered to a target user.

86. (Previously Presented) The system according to claim 83, wherein
the advertising period is embedded in the content to be transmitted to each of the one or more target users; and

the advertisement is delivered to each of the one or more users during transmission of the content by inserting the advertisement into the advertising period.

87. (Previously Presented) The system according to claim 81, wherein the one or more constraints include at least one of a demographic constraint or a geographic constraint.

88. (Previously Presented) The system according to claim 81, wherein the content distributor device is a broadcaster server.

89. (Previously Presented) The system according to claim 81, wherein the one or more constraints are received from the advertiser client.

90. (Previously Presented) The system according to claim 81, wherein the content distributor device is configured to:

identify the one or more target user based on the one or more constraints; and
calculate the estimated price based on the selected one or more target users.

91. (Currently Amended) The system according to claim 89, wherein the content distributor device is configured to transmit content and/or ~~advertisement~~ advertising only to the one or more target users after receiving the order from the advertiser.

92. (Previously Presented) The system according to claim 87, wherein the advertiser client is configured to:

receive an offer with the estimated price to deliver the advertisement to the one or more target users selected based on the one or more constraints; and

accept the offer by placing the order to deliver the advertisement to the one or more target users at the advertised price.

93. (Previously Presented) The system according to claim 81, wherein the advertiser client is configured to provide, prior to receiving the estimated price, the one or more constraints to be used in determining the one or more target users.

94. (Previously Presented) The system according to claim 81, wherein the advertiser client is configured to solicit an offer for delivering the advertisement in a manner satisfying the one or more constraints prior to receiving the offer.

95. (Currently Amended) A system for a content distributor device, comprising:
an order component configured to receive and to process one or more constraints;
a profile component configured to identify one or more target users or reception locations which meet each of the one or more constraints;

a pricing component configured to derive an estimated price to deliver the advertisement using the advertising period to the one or more target users or reception locations during transmission of content, wherein the one or more constraints define

desired characteristics of the one or more target users or reception locations to which the advertisement is to be delivered, and

the estimated price is determined, using a computer, based on the one or more target users or reception locations and the one or more constraints

96. (Currently Amended) The system according to claim 95, where the one or more constraints define one or more delivery parameters based on which ~~the~~ advertisement is scheduled to be delivered to each of the one or more target users or reception locations.

97. (Previously Presented) The system according to clam 93 wherein the pricing component is configured to:

calculate an individual price for delivering the advertisement to each of the one or more target users based on an overall demand for the target user; and

compute the estimated price for delivering the advertisement to the one or more target users based on the individual prices computed with respect to delivering the advertisement to each of the one or more target users.

98. (Previously Presented) The system according to claim 97, wherein the content distributor device is confined to transmit the advertisement and/or content embedded with an advertising period inserted with the advertisement only to the one or more target users.

99. (Currently Amended) An advertiser client configured to solicit ~~and~~ an offer, over a network, for delivering an advertisement to one or more target uses satisfying one or more constraints;

receive an offer, over the network from a content distributor, for transmitting the advertisement to the one or more target users at an estimated price; and

accept the offer over the network, wherein the one or more constraints define desired characteristics of the one or more target users to whom the advertisement is to be delivered, and

the estimated price is computed based on the selection of the one or more target users by or on behalf of the content distributor.

100. (Currently Amended) The system according to claim 99, wherein the one or more constraints define one or more delivery parameters based on which ~~the~~ advertisement is scheduled to be delivered to each of the one or more target users.

101. (Previously Presented) The system according to claim 99, wherein the advertiser client is configured to generate, prior to soliciting the offer, the one or more constraints to be used in determining the one or more target users.

102. (Previously Presented) The system according to claim 101, wherein the estimated price is determined based on a degree of match between each of the one or more target users and the one or more constraints.

103. (Previously Presented) A system for computing a price for delivering an advertisement, comprising:

a profile component configured to identify one or more target users based on one or more constraints; and

a pricing component configured to derive an estimated price for delivering the advertisement to the one or more users, wherein

the one or more constraints define

desired characteristics of the one or more target users to whom the advertisement is to be delivered, and

the estimated price is derived based on a degree of match between each of the one or more target users and the one or more constraints.

104. (Currently Amended) The system according to claim 103, wherein the one or more constraints define one or more delivery parameters based on which the advertisement is scheduled to be delivered to each of the one or more target users.

105. (Previously Presented) The system according to claim 103, wherein the pricing component is configured to:

calculate an individual price for delivering the advertisement to each of the one or more target users based on an overall desirability for the target user; and

compute the estimated price for delivering the advertisement to the one or more target users based on the individual prices computed with respect to each of the one or more target users.

106. (Previously Presented) The system according to claim 105, wherein the pricing component is configured to:

access an index value associated with a target user with respect to each of the one or more constraints;

retrieve a coefficient value with respect to each of the one or more constraints, wherein the overall desirability of the target user is computed based on the index value associated with the target user and the coefficient value with respect to each of the one or more constraints;

wherein the index value indicates the desirability of the target user with respect to one of the constraints from a perspective of the content distributor capable of transmitting the advertisement to the target user, and

the coefficient value indicates the desirability of the constraint from the advertiser's perspective.

107. (New) A method for arranging advertising, comprising:

receiving one or more constraints related to an advertisement by a content distributor over a network, wherein the one or more constraints define desired characteristics of one or more target users to whom the advertisement is to be delivered;

determining an estimated price for delivery of the advertisement, by or on behalf of the content distributor but not by an advertiser, based on the selection of the one or more target users to whom the advertisement is to be delivered in a manner that does not involve a bidding

process, whether the one or more target users are selected by or on behalf of the content distributor, to meet each of the one or more constraints; and

sending the estimated price over the network.

108. (New) A method for arranging advertising, comprising:

receiving one or more constraints related to an advertisement by a content distributor over a network, wherein the one or more constraints define desired characteristics of one or more target users to whom the advertisement is to be delivered;

determining an estimated price for delivery of the advertisement, by or on behalf of the content distributor but not by an advertiser, based on the selection of the one or more target users to whom the advertisement is to be delivered, whether the one or more target users are selected by or on behalf of the content distributor, to meet each of the one or more constraints;

sending the estimated price over the network; and

delivering the advertising;

wherein the selection of the one or more target users is accomplished by the content provider without using services of a marketing intermediary.

109. (New) A method for arranging advertising, comprising:

receiving one or more constraints related to an advertisement by a content distributor over a network, wherein the one or more constraints define desired characteristics of one or more target users to whom the advertisement is to be delivered;

determining an estimated price for delivery of the advertisement by summing up the price of delivering the content to each target user, by or on behalf of the content distributor but not by an advertiser, based on the selection of the one or more target user to whom the advertisement is

to be delivered, whether the one or more target users are selected by or on behalf of the content distributor, to meet each of the one or more constraints; and
sending the estimated price over the network.